



“Of Vital Military Value” Says the Commander-in-Chief

THE President has expressed what is in every American heart. As a nation we are united in the winning of this war. As a nation we stand behind our fighters eager and prepared to do for them whatever will hasten victory and make the fighter's task a little lighter.

As individuals there is little we can do. As a nation we can work wonders through the seven organizations authorized and recognized by the Government.

They come to you not as Catholics, nor as Jews nor as Protestants, not as the representatives of any creed or enterprise, but as Americans to ask that you join in this great united undertaking for God, and country and our fighters.

The President has voiced his belief that this spirit of unity will be “crowned with abundant success.”

He believes it because he knows this campaign is “of vital military value” and he knows that you will leave nothing undone to win this war.

It rests with you. Think of this campaign as your sole responsibility. What you give will mean its success. You cannot leave this undertaking to others. It is YOUR campaign. In France, Americans are fighting this war as if the result depended on the way each individual fights. At home, this campaign rests with you. What will you give—decide to night—and make your share the biggest thing you ever did!

Why you should give twice as much as you ever gave before!

The need is for a sum 70% greater than any gift ever asked for since the world began. The Government has fixed this sum at \$170,500,000. By giving to these seven organizations all at once, the cost and effort of six additional campaigns is saved. Unless Americans do give twice as much as ever before, our soldiers and sailors may not enjoy during 1919 their

3600 Recreation Buildings	2500 Libraries supplying 5,000,000 books
1000 Miles of Movie Film	85 Hostess Houses
100 Leading Stage Stars	15,000 Big-brother “secretaries”
2000 Athletic Directors	Millions of dollars of home comforts.

When you give double, you make sure that every fighter has the cheer and comforts of these seven organizations every step of the way from home to the front and back again. You provide him with a church, a theatre, a cheerful home, a store, a school, a club and an athletic field—and a knowledge that the folks back home are with him, heart and soul!

You have loaned your money to supply their physical needs. Now give to maintain the Morale that is winning the war!

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